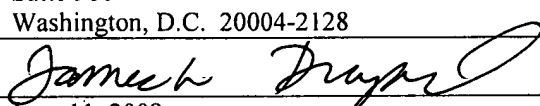



IFW

TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number		10/681,476
		Filing Date		June 11, 2008
		First Named Inventor		Rothman, et al.
		Group Art Unit		2178
		Examiner Name		David Faber
Total Number of Pages in This Submission		Attorney Docket Number		002566-020000
ENCLOSURES (check all that apply)				
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment Under 37 C.F.R. § 1.111 <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Declaration and Power of Attorney <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Accept an Unintentionally Delayed Claims for Priority Under 37 C.F.R. §1.78(a)(3) <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____		<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Application Data Sheet <input type="checkbox"/> Request for Corrected Filing Receipt with Enclosures <input checked="" type="checkbox"/> A self-addressed prepaid postcard for acknowledging receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees required or credit any overpayments to Deposit Account No. 50-3557 for the above identified docket number.		
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT				
Firm or Individual name	James W. Drapinski Reg. No. 46,242 Nixon Peabody LLP 401 9 th Street, N.W. Suite 900 Washington, D.C. 20004-2128			
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Date	June 11, 2008			
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JAMES W. DRAPINSKI Typed or printed name				



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)
Rothman, et al.) Examiner: David Faber
Serial No.: 10/681,476) Group Art Unit: 2178
Filed: October 8, 2003) Confirmation No.: 7476
For: METHODS AND SYSTEMS FOR) Date: June 11, 2008
PROGRAMMABLY GENERATING)
ELECTRONIC CREATIVES FOR)
DISPLAY ON AN ELECTRONIC)
NETWORK)

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Tamas W. Drapiński
Tamas W. Drapiński

AMENDMENT UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following Amendments and Remarks are made in response to the Office Action mailed on March 11, 2008. Reexamination and reconsideration of the application in light of the following Amendments and Remarks are respectfully requested.

Amendments to the Specification begin on page 2 of this paper.

Amendment to the Claims begins on page 3 of this paper.

Remarks begin on page 14 of this paper.